



*S.R. MacLeod*

Region Operations Manager  
Buffalo #1600

April 16, 1997

TO: KAM's & AM's

RE: SALEM TEAR TAPE PRODUCT

Ladies & Gentlemen:

Your assistance is requested in completing the attached spreadsheet for use in your chains. Please refer to FSC-71A, dated 4/3/97.

***Your responses are due on/before May 8, 1997 and should be forwarded to Eileen Brzezicki.***

Salem Tear Tape product should only be utilized in C-Gas Outlets in division on grid. As information, the Nashua Division is not on grid for Salem.

**Please note that when completing the attached it becomes your decision on how many 40 pkg. shipper/displays you will need for the quarter. My recommendation would be to position the program as a semi-permanent display and product will be forced out monthly to be placed in Salem 40 pkg. display. Also, when figuring 6M case quantities on a monthly basis, your number should represent total 6M cases inclusive of all four brand styles. We will simply divide by 4 to get cases by brand style.**

Should you have any chains that are serviced outside of our Region and you want to execute this program, please include on the attachment.

Once the Region has a roll-up of participating chains, allocation by Direct Account will be forwarded.

In advance, thank you for your assistance in this matter.

Sincerely,

*Stephen*

S.R. MacLeod  
ROM//1610  
etb

cc: W.J. Roth  
F.V. Natale

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